PHILIP MORRIS
U.S.A.
120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

October 17, 1983

Mr. Richard Dougherty
Sports Section
P.O. Box 639
Turnersville, New Jersey 08012

Dear Dick:

This is confirm recent conversation with Vin and I as well as your letter of October 11th regarding program renewals for the following racetracks.

Track	1983-84 Dates	# of Yrs.	Contract Period	Rate
Latonia	Sept-April	3	1983-1985	$ 4,500
Oaktree	Oct-Dec.	2	1983-1984	8,470
Turf Paradise	Oct-May '84	1	1983	9,500
Tropical Park	Nov.-Jan.	3	1983-1985	7,000
Tampa Bay	Dec.-March '84	1	1983	3,675
Santa Anita	Dec-April	2	1983-1984	29,526
Sportsman Park	Feb.-May	1	1984	8,500
Oaklawn	Feb.-March	3	1984-1986	17,000
Finger Lake	Mar.-Nov.	3	1084-1986	7,000
River Downs	April-Sept.	3	1984-1986	7,000
Calder	May-Nov.	3	1984-1986	13,500
Monmouth Park	May-Sept.	3	1984-1986	12,500
Atlantic City	June-Sept.	3	1984-1986	6,500

It is understood that in all cases you have been granted the advertising rights for the contract period at your above rate. All are 4-color back covers, with the exception of Oaktree and Santa Anita which are 3rd-covers.

Please feel free to give us a call if your have any questions.

Sincerely,

Mark

Mark G. Hulit
Coordinator
Special Media

2040882623

MGH/ss
cc: V. Weiner

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA CAMBRIDGE ALPINE MULTIFILTER

Source: https://www.industrydocuments.ucsf.edu/docs/ktwm0004